

CLAIMS

We claim:

1 1. A method for suiting a presentation of information to the personality type of a user of the
2 information, comprising the steps of:

3 logging occurrences of events that are implicitly relevant to deducing a value of a variable
4 of a personality type indicator associated with the user;

5 deducing the value of the variable of the personality type indicator from the logged
6 occurrences of events; and

7 customizing a presentation of information to the user according to the value of the
8 variable of the personality type indicator.

1 2. The method of claim 1, wherein the presentation of information is delivered from a server to
2 the user by Internet.

1 3. The method of claim 2, wherein the step of deducing is performed by the server.

1 4. A method for suiting a presentation of information to the personality type of a user of the
2 information, comprising the steps of:

3 logging occurrences of events that are implicitly relevant to deducing values of variables
4 of a Myers Briggs Type Indicator associated with the user;

5 deducing the values of the variables of the Myers Briggs Type Indicator from the logged
6 occurrences of events;

7 computing a value of the Myers Briggs Type Indicator from the values of the variables;
8 and

9 customizing a presentation of information to the user according to the Myers Briggs Type
10 Indicator.

1 5. A method for suiting a presentation of information to the personality type of a user of the
2 information, comprising the steps of:

3 deducing a value of an extroversion-introversion variable of a personality type indicator
4 associated with a user from events that are implicitly relevant to deducing the value of the
5 extroversion-introversion variable;

6 deducing a value of a sensing-intuition variable of the personality type indicator from
7 events that are implicitly relevant to deducing the value of the sensing-intuition variable;

8 deducing a value of a thinking-feeling variable of the personality type indicator from
9 events that are implicitly relevant to deducing the value of the thinking-feeling variable;

10 deducing a value of a judging-perceiving variable of the personality type indicator from
11 events that are implicitly relevant to deducing the value of the judging-perceiving variable;

12 computing a value of a personality type indicator from the value of the extroversion-
13 introversion variable, the value of the sensing-intuition variable, the value of the thinking-feeling
14 variable, and the value of the judging-perceiving variable; and

15 customizing a presentation of information to the user according to the value of the
16 personality type indicator.

1 6. The method of claim 5, wherein the value of the extroversion-introversion variable is deduced
2 from topic dwelling time.

1 7. The method of claim 5, wherein the value of the extroversion-introversion variable is deduced
2 from a hobby of the user.

1 8. The method of claim 5, wherein the value of the sensing-intuition variable is deduced from
2 linguistic analysis of a chatroom posting.

1 9. The method of claim 5, wherein the value of the thinking-feeling variable is deduced from
2 sociological analysis of a chatroom posting.

1 10. The method of claim 5, wherein the value of the judging-perceiving variable is deduced from
2 a choice by the user of an interface with a server.